

BEST CREATIVE (AUDIOVISUAL) 2023

DEFINITION

The Audiovisual Creativity Award is open to submissions of either full campaigns or individual materials/content that demonstrate the true spirit of creativity: online or offline or both. This can include but is not limited to examples of creativity in outdoor, TVC, experiential, film, etc..

Awarded to entries that demonstrate a high quality and aesthetic, and developed from an insight or objective. Judges will evaluate how effective (for measurable entries) or how *likely* effective (for other entries) the work may have been. Judges will be encouraged to evaluate the quality and originality of the work within the context of its category.

JUDGING CRITERIA

- 1) Research, Insight and Strategy (15%)
- 2) Originality of Idea / Creativity (40%)
- 3) Quality of Execution (30%)
- 4) Documented Results and/or the Judges' Evaluation of Likely Effectiveness (15%)

ELIGIBILITY

Open to all independent agencies (as defined in the Rules & Terms) involved in communications around the world including but not limited to: agencies of any specialism, consultancies, etc..

Work in any sector (FMCG, B2B, etc), and principally utilizing any medium (TV, radio, cinema, digital, outdoor, experiential, etc.) is eligible for submission.

ENTRY MATERIALS

Please submit either a case study OR a case film:

- Case study: Max 950 words; PDF, DOC(X), PPT(X)
- Case films: Video up to 3-minutes long; MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB

You may also submit additional relevant supporting materials. This could include a video or case history if you've not included it above

- Must be digital - NO hardcopies will be accepted
- Most file types are accepted
- Max 250MB

IMPORTANT: DO NOT ENTER WORK FOR A CHARITY, NOT-FOR-PROFIT ORGANISATION OR NGO IN THIS CATEGORY. SUCH WORK SHOULD BE ENTERED ONLY IN THE "PUBLIC GOOD" CATEGORY.